SERIAL NO : 10/788,469

FILED : March 1, 2004

APPLICANT : ZAKARIA et al.

TITLE : RETAIL MERCHANDISING APPARATUS AND METHODS

THEREFOR

TC/Art Unit : 3637

EXAMINER : TRAN, HANH VAN

DOCKET NO. : 2115 / P1051US02

Commissioner for Patents
U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, Virginia 22314

AMENDMENT

Dear Sir:

In response to the Office action dated April 19, 2006, please amend the above-identified application as follows:

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 5 of this paper.

Amendments to the Abstract begins on page 24 of this paper.

Serial No. 10/788,469 Response dated May 19, 2006 in Reply to Office Action of April 19, 2006

Amendments to the Drawings begin on page 25 of this paper and include an attached replacement sheet for substitution into the drawing sheets already on file.

Remarks/Arguments begin on page 26 of this paper.